

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

<u>Contract / Revision</u> 482818 /		<u>Alt Order #</u> 06213648
<u>Product</u> D HELLER FOR SENATE		
<u>Contract Dates</u> 08/22/12 - 08/28/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 06/25/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/22/12	08/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	--W-F--				2	\$235.00			
N 2	KVVU	08/23/12	08/23/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---2---				2	\$235.00			
N 3	KVVU	08/27/12	08/28/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MT-----				2	\$235.00			
N 4	KVVU	08/22/12	08/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	--W-F--				4	\$385.00			
N 5	KVVU	08/23/12	08/23/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	---1---				1	\$385.00			
N 6	KVVU	08/27/12	08/27/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	2-----				2	\$385.00			
N 7	KVVU	08/28/12	08/28/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-T-----				2	\$385.00			
N 8	KVVU	08/22/12	08/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	--WTF--				3	\$100.00			
N 9	KVVU	08/27/12	08/28/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	MT-----				2	\$100.00			
N 10	KVVU	08/22/12	08/24/12	Cold Case Files	1-2pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/20/12	08/26/12	--WTF--				3	\$100.00			
N 11	KVVU	08/27/12	08/28/12	Cold Case Files	1-2pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
482818 /	06213648

Contract Dates	Product	Estimate #
08/22/12 - 08/28/12	D HELLER FOR SENAT	

Advertiser	Original Date / Revision
Dean Heller For Senate	06/25/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$100.00			
N 12	KVVU	08/22/12	08/24/12	Cops	2-3p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$100.00			
N 13	KVVU	08/27/12	08/28/12	Cops	2-3p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$100.00			
N 14	KVVU	08/22/12	08/24/12	Anderson	3-4p		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$100.00			
N 15	KVVU	08/27/12	08/28/12	Anderson	3-4p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$100.00			
N 16	KVVU	08/22/12	08/24/12	The Dr.Oz Show	4-5p		:30			NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$155.00			
N 17	KVVU	08/27/12	08/28/12	The Dr.Oz Show	4-5p		:30			NM	2	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$155.00			
N 18	KVVU	08/22/12	08/24/12	Fox 5 News at 5	5-530p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$275.00			
N 19	KVVU	08/27/12	08/28/12	Fox 5 News at 5	5-530p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$275.00			
N 20	KVVU	08/22/12	08/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$265.00			
N 21	KVVU	08/27/12	08/28/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				2	\$265.00			
N 22	KVVU	08/22/12	08/24/12	MORE Access	6-7pm		:30			NM	5	\$1,015.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$145.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	08/20/12-08/26/12	MORE Access	6-7pm	---WThF----	:30		\$145.00	NM		
	See MG 22.7,22.8											
	2	KVVU	08/20/12-08/26/12	MORE Access	6-7pm	---WThF----	:30		\$145.00	NM		
	See MG 22.7,22.8											
	4	KVVU	08/20/12-08/26/12	MORE Access	6-7pm	---WThF----	:30		\$145.00	NM		
	See MG 22.9											
	5	KVVU	08/20/12-08/26/12	MORE Access	6-7pm	---WThF----	:30		\$145.00	NM		
	See MG 22.7,22.8											
	7	KVVU	08/22/12-08/24/12	Fox 5 News at 6pm	M-F 6-630pm	---WThF----	:30		\$290.00	NM		
	Ⓜ MG for 22.5,23.2,22.2,22.1											
	8	KVVU	08/22/12-08/24/12	Fox 5 News at 6pm	M-F 6-630pm	---WThF----	:30		\$290.00	NM		
	Ⓜ MG for 22.5,23.2,22.2,22.1											
	9	KVVU	08/22/12-08/24/12	Fox 5 News at 6pm	M-F 6-630pm	---WThF----	:30		\$145.00	NM		
	Ⓜ MG for 22.4 08/23											
N 23	KVVU	08/27/12	08/28/12	MORE Access	6-7pm		:30			NM	3	\$435.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				4	\$145.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	KVVU	08/27/12-09/02/12	MORE Access	6-7pm	MTu-----	:30	\$145.00	NM		
See MG 22.7,22.8												
N 24	KVVU	08/22/12	08/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$750.00			
N 25	KVVU	08/27/12	08/28/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				4	\$750.00			
N 26	KVVU	08/23/12	08/23/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$450.00			
N 27	KVVU	08/25/12	08/25/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1-				1	\$500.00			
N 28	KVVU	08/26/12	08/26/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1				1	\$150.00			
N 29	KVVU	08/26/12	08/26/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1				1	\$745.00			
N 30	KVVU	08/26/12	08/26/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1				1	\$425.00			
N 31	KVVU	08/22/12	08/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	\$2,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--WTF--				6	\$365.00			
N 32	KVVU	08/27/12	08/28/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MT-----				4	\$365.00			
Totals											83	\$25,220.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	52	\$16,125.00	\$13,706.25
08/27/12 - 08/28/12	31	\$9,095.00	\$7,730.75
Totals	83	\$25,220.00	\$21,437.00

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

REP HEADLINE# 6213648

TRF# 482818

\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

AUG23/12 09.14

HARRIS REPORT FROM REP

*** KVVU-TV ***

CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
<div> <div>MARKET TOTALS \$165,566</div> <div> <div>KVVU 15%</div> <div>KSNV 22%</div> <div>KTUD 2%</div> </div> <div> <div>KLAS 36%</div> <div>KTNV 18%</div> </div> <div> <div>KVMY 4%</div> <div>KVCW 3%</div> <div>CABL 0%</div> </div> </div>												
<div> <div>SVC- NSI</div> <div>DEMOS- RA35+*</div> </div>												
<div> <div>MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME</div> </div>												
<div> <div>P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE</div> </div>												

